

File Copy
2/4/57

fashion calendar

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17th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

january - 1958						
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march - 1958						
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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, FEBRUARY 1, 1957</u>			
Friday Feb. 1 12:00 Noon Luncheon	ACCESSORY AND COSMETIC LUNCHEON "Fashion Changes Color. New Point of View in Accessories and Cosmetics." Commentator: Beatrice Castle. Committee co-chmn: Accessory--Dorothy Fox Davies and Frances Gardiner; Cosmetics--Miriam Gibson French and Catherine Finerty. Prices: \$6.50, members; \$7.50, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR GRAND BALLROOM
Friday Feb. 1 2:30 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Preview of Claire McCardell's Summer collection. By invitation. <u>Daily</u> <u>trade showings at 2:30 P.M., from Tues., Feb. 5.</u> Contact: LO. 4-2155.	CLAIRE MCCARDELL (TOWNLEY FROCKS)	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Friday Feb. 1	OPENING: LATE SPRING AND SUMMER COLLECTION The Robert-Martin cocktail and evening dress collection, designed by Mr. Paul, will be shown continuously. Contact: LA. 4-5616 or WI. 7-6162.	ROBERT GOLDBERG & SONS	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
Feb. 2- Feb. 10	"TRAVELRAMA"--FIRST INTERNATIONAL TRAVEL SHOW AT NEW YORK COLISEUM. Contact: Albert Chase, 51 East 42nd Street, MU. 7-6832.		

WEEK BEGINNING SUNDAY, FEBRUARY 3, 1957

Sunday Feb. 3 8:00 P.M. Dinner- Dance	EMBROIDERED FASHIONS BY LEADING DESIGNERS Showing of lace and embroidered fashions produced in Paris, as well as a group by leading New York designers. By invitation only. Publicity: Ruth Hammer Associates, 2 West 59th St., EL. 5-7872.	SCHIFFLI LACE & EMBROIDERY INST.	HOTEL COMMODORE GRAND BALLROOM
Monday Feb. 4 10:30 A.M.	OPENING OF SUMMER COLLECTIONS Leonard Arkin's Summer collection at 10:30; Andrew Arkin's at 11:30 and Starke of London at 12:00 Noon. Contact: Lois Lapper, WI. 7-5324.	LEONARD & ANDREW ARKIN; STARKE OF LONDON	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday Feb. 4 12:00 Noon Box Lunch	PRESS PREVIEW OF SUMMER COLLECTION "The Language of the Fan"--preview of the Adele Simpson Summer collection. By invitation. <u>Trade from Feb. 5 at 10:00 A.M., Tues., Wed., Thurs.</u> By reservation. Contact: LA. 4-7626. Publ: Eleanor Lambert, MU. 8-2130.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Monday Feb. 4 2:30 P.M.	PRESS PREVIEW: BRIGANCE SUMMER COLLECTION Sportsmaker will preview Brigance's new Summer collection of dresses, beachwear and playclothes. By invitation only. <u>Daily trade showings from</u> <u>Wed., Feb. 6, at 2:30 P.M.</u> Contact: LO. 3-1534.	SPORTSMAKER, INC.	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday Feb. 4 2:30 P.M.	OPENING OF SUMMER SPORTSWEAR COLLECTION Jamison Classics will present their Summer dresses and separates collection at 2:30 P.M. daily. Contact: Katherine Farmer, WI. 7-0132.	JAMISON CLASSICS, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Monday Feb. 4 2:30 P.M.	OPENING OF SUMMER COLLECTION Jerry Parnis will present her Summer collection at 2:30 P.M. daily. Contact: CH. 4-0619. Publicity: Helen Borger, 667 Madison, TE. 8-0937.	JERRY PARNIS, INC.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Monday Feb. 4 4:00 P.M. Cocktails	SPRING AND SUMMER FASHIONS IN RAYON Presentation of the "fluid silhouette" in rayon crepe fashions. <u>Show at 4:30 P.M.</u> Press by invitation. Publ: Ruth Hammer Assoc., EL. 5-7872.	AMERICAN RAYON INSTITUTE	HOTEL PLAZA TERRACE ROOM

SUMMER OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA, INC. (FOGA)

<u>MONDAY, FEBRUARY 4</u>			
Rudolf Gowns.	10:30 A.M.	530 7th (12 FL),	WI. 7-6865
<u>TUESDAY, FEBRUARY 5</u>			
Ben Reig, Inc.	10:00 A.M. (Tues. & Wed.)	498 7th (23 FL),	CH. 4-1542
A. Goodman & Co., Inc.	10:30 A.M.	530 7th (17 FL),	WI. 7-4077
Herbert Sondheim, Inc.	10:30 A.M.	530 7th (20 FL),	LA. 4-7540
Jobere, Inc.	11:45 A.M.	530 7th (30 FL),	PE. 6-1938
Hannah Troy, Inc.	1:00 P.M.	530 7th (2 FL),	LO. 3-0988
Jack Horwitz Assoc.	2:00 P.M.; thereafter 11:30	498 7th (9 FL),	LO. 4-1860
Paul Parnes Corp.	2:30 P.M.	498 7th (10 FL),	CH. 4-4600
Harmay.	4:00 P.M.	498 7th (22 FL),	PE. 6-5547
Ben Barrack, Inc.	Continuous daily	498 7th (7 FL),	LO. 4-3923
Grobé Originals, Inc.	Continuous daily	498 7th (16 FL),	BR. 9-8394
<u>WEDNESDAY, FEBRUARY 6</u>			
William Fox, Inc.	1:00 P.M.	530 7th (21 FL),	OX. 5-4070
Grabois	1:15 P.M.	530 7th (5 FL),	CH. 4-2767
Larry Aldrich	2:30 P.M.	498 7th (12 FL),	CH. 4-1872
Rosalie Macrini, Inc.	4:00 P.M.	550 7th (11 FL),	CH. 4-2655
Reich-Goldfarb Co., Inc.	4:00 P.M.	498 7th (7 FL),	WI. 7-5374
<u>THURSDAY, FEBRUARY 7</u>			
Harvey Berin Ltd.	1:00 P.M.	530 7th (7 FL),	PE. 6-0206
Junior Sophisticates	1:00 P.M. & 4:00 P.M.	498 7th (4 FL),	LO. 4-0462
Nat Kaplan, Inc.	1:15; thereafter 1:15 & 4:00	498 7th (21 FL),	LO. 5-4115
Branell	2:30 P.M.	530 7th (27 FL),	PE. 6-6983
Ed Gerrick, Inc.	2:30 P.M.	550 7th (7 FL),	LO. 4-1820
David Levine Co.	2:30 P.M.	530 7th (21 FL),	LA. 4-0237
Samuel Winston, Inc.	4:00 P.M.	530 7th (11 FL),	CH. 4-2617
Martin Simon, Inc.	Continuous daily	498 7th (7 FL),	LA. 4-2877

Beginning Monday Feb. 4	SHOWING OF FALL 1957 FABRICS Complete display of wools, worsteds, blends, tweeds, synthetics and yarns. By appointment only. Contact: Julie C. Buddy, LO. 3-5200.	MILLIKEN WOOLENS	1407 BROADWAY SHOWROOM - 21ST FLOOR
Beginning Monday Feb. 4	OPENING OF SUMMER DRESS COLLECTION Continuous daily showings. Contact: Marty Goldberg, LO. 5-7540.	MAX LAWRENCE, INC.	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday Feb. 4	OPENING OF SUMMER SPORTSWEAR COLLECTION Gaudiosi will present their Summer sportswear collection at continuous daily showings. Contact: LO. 4-9480.	GAUDIOSI BROTHERS, INC.	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR

Monday Feb. 4- Feb. 15	OPENING OF SUMMER COLLECTION Edith Small will present her Summer collection of dresses and costumes. By appointment only. Publicity: Viola Shefer, PL. 3-3173.	EDITH SMALL ORIGINALS (122 E. 16TH ST., L.A.)	HOTEL GOTHAM
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OPENING OF SUMMER COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

<u>MONDAY, FEBRUARY 4</u>			
Zoltan-Rosenberg Co.	2:30; thereafter continuous	550 7th (22 FL), LA.	4-6691
<u>TUESDAY, FEBRUARY 5</u>			
Kane-Weill.	10:30 A.M.	498 7th (22 FL), LO.	5-3041
Sport-Craft, Inc.	2:30 P.M.	550 7th (12 FL), LA.	4-9724
<u>WEDNESDAY, FEBRUARY 6</u>			
Davidow, Inc.	By appointment	550 7th (21 FL), PE.	6-6909
David M. Goodstein, Inc.	10:30 A.M.	550 7th (24 FL), LA.	4-2577

Tuesday Feb. 5 8:15 A.M. Breakfast	ANNUAL NOTIONS BREAKFAST Kleinert's annual show for notion buyers and merchandise managers. Press by invitation. Contact: Virginia MacAuley, MU. 2-8891.	KLEINERT'S (485 FIFTH AVENUE)	HOTEL SHERATON-ASTOR GRAND BALLROOM
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Tuesday Feb. 5- Feb. 15 9:00 A.M.	"TWO WEEKS WITH PAY" CAPSULE CLINICS Charm will preview their Summer (May-June issues) ready-to-wear and travel accessories. Open only to buyers, divisional merchandise managers, promotion directors, fashion coordinators, advertising directors. Daily showings: 9:00 A.M. merchandise-promotion clinics; personalized store group meetings, by appointment only. Contact: Elaine Kanners, PL. 9-2080.	CHARM MAGAZINE	1384 BROADWAY SHOWROOM - 18TH FLOOR
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Beginning Tuesday Feb. 5 10:30 A.M.	OPENING OF SUMMER DRESS COLLECTION Jerry Greenwald's Summer dress and ensemble collection, designed by Violet Feigin, at 10:30 A.M. daily. Contact: Demi Daniels, LO. 5-4850.	JERRY GREENWALD, INC.	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
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Tuesday Feb. 5 10:30 A.M.	OPENING OF SUMMER COLLECTION Daily at 10:30 A.M. Contact: Eleanor Rose, LO. 5-3041.	KANE-WEILL	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
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Beginning Tuesday Feb. 5 10:30 A.M.	OPENING OF SUMMER DRESS COLLECTION Edward Abbott's Summer cocktail, dinner and evening fashions, designed by Wilson Folmar, at 10:30 A.M. daily. Contact: Bill Laird, LA. 4-8490.	EDWARD ABBOTT, INC.	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
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Tuesday Feb. 5 11:00 A.M.	OPENING OF SUMMER COLLECTIONS Showing of Summer collections by Will Saunders for Arkay at 11:00; Rappi at 2:00; Anne Fogarty for Margot at 3:00. Publicity: Arkay and Rappi--Elsa Brown; Margot--Nancy English, LO. 5-2626.	ARKAY; RAPPI; MARGOT DRESSES	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 5 11:00 A.M.	OPENING OF SUMMER DRESS COLLECTION Eloise Curtis will present her Summer dresses for juniors at 11:00 A.M. daily. Contact: FE. 6-4885.	ELOISE CURTIS, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday Feb. 5 11:30 A.M.	OPENING OF SUMMER DRESS COLLECTION Daily trade showings at 11:30 A.M. Publicity: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	550 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Feb. 5 12:00 Noon Luncheon	OPENING OF SUMMER COLLECTION Lanz will present their Summer collection of dresses and sportswear. Lunch (12:00), showing (12:30), Feb. 5, 6, 7 and Feb. 11 through 14. Contact: Audrey Waymouth, OX. 5-3150.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Tuesday Feb. 5 12:00 Noon Luncheon	PREVIEW OF SUMMER DRESS COLLECTION Preview of Alison's Summer dress collection, designed by Miss Lucel. By invitation. Daily thereafter at 12:00 Noon. Contact: WI. 7-0152.	ALISON	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday Feb. 5 12:00 Noon	OPENING OF SUMMER DRESS COLLECTION Daily trade showings at 12:00 Noon. Contact: George Zukor, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Tuesday Feb. 5 12:00 Noon	OPENING OF SUMMER COLLECTION Showing of Summer sportswear and separates designed by Dorothy Cox, Feb. 5, 6, 7, 12, 13, 14 at 12:00 Noon. Contact: CH. 4-6350.	TANNER OF NORTH CAROLINA	HOTEL YORK 488 7TH AVE. - 6TH FL.
Tuesday Feb. 5 12:00 Noon Luncheon	OPENING OF SUMMER DRESS COLLECTION Lee Claire's cocktail, dinner and evening fashions at 12:00 Noon daily. Contact: Jack Sulzer, WI. 9-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday Feb. 5 1:00 P.M.	OPENING OF SUMMER DRESS COLLECTION Summer dresses, designed by Lee Evans, will be shown Feb. 5, 6, 7 at 1:00 P.M. By invitation. Contact: Jean Ring, OX. 5-4760.	MR. MORT, INC.	498 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday Feb. 5 1:00 P.M.	OPENING OF SUMMER DRESS COLLECTION Summer dresses and costumes, designed by John Moore, at 1:00 P.M. Feb. 5, 6, 7, 12, 13, 14. Contact: BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Tuesday Feb. 5 1:00 P.M.	OPENING OF SUMMER COLLECTION Hannah Troy's Summer dresses will be shown at 1:00 P.M. daily. Contact: LO. 3-0988. Publicity: Vera Bacall-Fredy Schey, PL. 3-8421.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday Feb. 5 1:30 P.M.	PREVIEW OF SUMMER COLLECTION "Live Forever Look"--McMullen will preview their Summer dresses and separates. By invitation only. Continuous thereafter. Publicity: Gladys Steiner, PL. 1-2820.	McMULLEN	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Feb. 5 2:00 P.M.	PREVIEW OF JUNIOR SUMMER COLLECTION Preview for press and buying offices. By invitation only. <u>Daily trade showings from Feb. 6 at 11:30 A.M.</u> Contact: Lois Silverman,	JACK HORWITZ ASSOC.	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR LO. 4-1860.
Tuesday Feb. 5 2:30 P.M.	SUMMER COLLECTION BY MADELEINE FAUTH Summer dresses at 2:30 daily. Contact: Isabelle Crawford, BR. 9-7700.	CLOTHES FOR YOU, INC.	1400 BROADWAY SHOWROOM - 16TH FLOOR
Tuesday Feb. 5 3:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Preview of Summer dresses, designed by Betty Carol. By invitation only. <u>Daily thereafter at 10:30 and 3:00.</u> Contact: Betty Whiteman, CH. 4-8876. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE DRESS, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday Feb. 5 4:00 P.M. Cocktails	PRESS PREVIEW OF SUMMER COLLECTION Preview of Luis Estevez' Summer dresses and costumes. By invitation. <u>Trade showings at 12:00 Noon from Wed., Feb. 6 in showroom.</u> Contact: LO. 4-5820.	GRENELLE-ESTEVEZ LTD, (550 SEVENTH AVENUE)	HOTEL AMBASSADOR DIPLOMAT SUITE
Tuesday Feb. 5 4:00 P.M.	OPENING OF SUMMER COLLECTION Showing of Harmay's Summer dresses, suits and costumes at 4:00 P.M. daily. By reservation. Publ.: Pauline Greene at Charles J. Charney, PL. 7-0955.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday Feb. 5 4:00 P.M. Tea or Cocktails	SPRING FASHIONS IN RAYON CREPE Spring fashions in rayon by leading designers. Public by reservation; contact: "Beverly", TE. 8-8000. Rayon Institute Publicity: Ruth Hammer Assoc., EL. 5-7872. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	AMERICAN RAYON INSTITUTE	HOTEL PIERRE COTILLION ROOM
Tuesday Feb. 5 5:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Ceil Chapman's Summer collection will be previewed by the press. By invitation. <u>Daily thereafter at 2:30 P.M.</u> Contact: Carrie Arvani, LA. 4-5800.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Tuesday Feb. 5	FORMAL FASHIONS BY TED SHORE Ted Shore's Summer formal fashions in organdies, nylons and organzas at continuous daily showings. Contact: WI. 7-7326.	WILL STEINMAN, INC.	525 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Tuesday Feb. 5	OPENING OF SUMMER SEPARATES COLLECTION Showing of Summer separates collection, designed by Pembroke Squires and Frank Smith, at continuous showings. Contact: Bernard Masket, BR. 9-7160.	MASKET BROTHERS	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Wednesday Feb. 6 9:00 A.M.- 11:00 A.M.	PRESS PREVIEW OF NEW BLANKETS New collection of 1957 colors and patterned blankets, styled by Margaret Nelson. By invitation. Publicity: Florence Brobeck, MU. 8-8197.	ST. MARY'S BLANKETS	200 MADISON AVENUE SHOWROOM - 2ND FLOOR
Wednesday Feb. 6 10:30 A.M.	OPENING OF SUMMER DRESS COLLECTION Summer dresses, designed by Lawrence Gaines, at 10:30 A.M. daily. Contact: LA. 4-7690.	MALCOLM CHARLES, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Feb. 6 12:00 Noon Box Lunch	PREVIEW OF SUMMER DRESS COLLECTION Press and buyers will preview Dan Keller's Summer dress collection. By invitation. Continuous thereafter. Publ.: Margaret Hodge, PL. 5-7630.	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Cancelled Feb. 6	OLEG CASSINI'S PRESS PREVIEW, ORIGINALLY SCHEDULED FOR WED., FEB. 6 AT 1:15 P.M., HAS BEEN CANCELLED. (See Feb. 7, at 1:15 P.M.--Trade Opening).		
Wednesday Feb. 6 2:30 P.M.	OPENING OF SUMMER COLLECTION Showing of Maurice Rentner's Summer collection at 2:30 P.M. daily. Contact: Herman Seigenfeld, LA. 4-6968. Publ.: Vera Bacal-Fredy Schey, PL. 3-8421.	MAURICE RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Wednesday Feb. 6- Feb. 7 2:30 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Paul Parnes will preview his Summer collection Feb. 6, 7 at 2:30 P.M. Trade daily from Feb. 5 at 2:30 P.M. Publicity: Nona James, MU. 5-4834.	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Wednesday Feb. 6 2:30 P.M.	OPENING OF SUMMER COLLECTION Summer dresses, suits and costumes at 2:30 P.M. daily. Contact: LA. 4-0162.	IRA RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Wednesday Feb. 6 4:00 P.M.	PRESS PREVIEW OF SUMMER COLLECTION Tina Leser will preview her Summer collection. By invitation. <u>Daily thereafter at 10:30 A.M.</u> Contact: Pompey Taylor, LO. 5-7514.	TINA LESER, INC.	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Wednesday Feb. 6 4:00 P.M.	PREVIEW OF SUMMER DRESS COLLECTION By invitation. Continuous thereafter. Contact: Irving Kasper, CH. 4-8533.	MISS CANE, INC.	1400 BROADWAY SHOWROOM - 14TH FLOOR
Wednesday Feb. 6 4:00 P.M.	SUMMER COLLECTION BY DONALD BROOKS Donald Brooks' Summer collection will be shown Feb. 6, 7, 13 at 4:00 P.M. Contact: Elizabeth Traendly, LA. 4-5323.	DARBURY	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Thursday Feb. 7 8:30 A.M. Buffet Breakfast	SUMMER COTTON FASHIONS FROM MIAMI An all Miami-Florida Fashion Council show of Summer designs created in Herbert Meyer cottons. <u>Show at 9:00 A.M.</u> for press, store and buying office executives, by invitation. Contact: Betty Lanza, LO. 5-2866.	HERBERT MEYER, INC.	1400 BROADWAY SHOWROOM - 3RD FLOOR
Thursday Feb. 7 9:30 A.M.	PRESS PREVIEW: SPRING BRIDAL FASHIONS By invitation only. Publicity: Barbara Moskowitz, OX. 5-4400.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday Feb. 7 10:00 A.M. Breakfast	LEATHER TRENDS AND INFLUENCES FOR FALL Informal showing of new kid leathers for Fall and Winter 1957. By invitation only. Contact: Ruth H. K. Fries, GR. 3-7693.	AMALGAMATED LEATHER COMPANIES, INC.	HOTEL VANDERBILT VANDERBILT SUITE
Thursday Feb. 7 10:30 A.M.; 11:30 A.M.	PREVIEW OF SUMMER COLLECTIONS Martini at 10:30 and Miss Martini at 11:30; daily at same hours. Contact: LO. 4-0616. Publicity: Helen Borger, TE. 8-0937.	MARTINI DESIGNED; MISS MARTINI	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 7 12:00 Noon	OPENING OF SUMMER COLLECTION Showings at 12:00 Noon, Feb. 7, 8, 12, 13, 14.	MOLLIE PARNIS (PARNIS-LIVINGSTON)	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR Contact: BR. 9-5014.
Thursday Feb. 7 12:00 Noon Luncheon	"CHANGES IN THE HOME"—LUNCHEON "What's Going on Here? Report on the Surprising Changes in the Home." Speaker: John Peter, "Look" Magazine. Prices: \$5.50, members; \$6.50, guests. Contact: Josephine Brush, MU. 7-8122.	NAT'L HOME FASHIONS LEAGUE (141 E. 44 ST.)	HOTEL ROOSEVELT GRAND BALLROOM
Thursday Feb. 7 1:00 P.M.	OPENING OF SUMMER COLLECTION Elfreda-Visioni will present their Summer dresses and ensembles at 1:00 P.M. daily. Contact: CH. 4-2659.	ELFREDA-VISIONI CORP.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Thursday Feb. 7 1:00 P.M.	OPENING OF SUMMER COLLECTION Richard Cole's Summer all-occasion dresses, designed by Alan Phillips, at 1:00 P.M. daily. Publicity: Lee Klein at Ken Williams, JU. 6-8217.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Thursday Feb. 7 1:00 P.M.; 4:00 P.M.	OPENING OF SUMMER DRESS COLLECTION Junior Sophisticates will present their Summer dress collection at 1:00 and 4:00 P.M. daily. Contact: Ellen Rowsell, LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday Feb. 7 1:15 P.M.	OPENING OF SUMMER DRESS COLLECTION Sylvia Kaplan will present Summer dresses and ensembles. Daily thereafter at 1:15 and 4:00 P.M. Publicity: Rose Hilton, MU. 5-5133.	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday Feb. 7 1:15 P.M.	OPENING OF SUMMER DRESS COLLECTION Frank Starr's Summer cocktail and evening dresses will be shown daily at 1:15 P.M. Contact: LA. 4-7690.	FRANK STARR, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday Feb. 7 1:15 P.M.	OPENING OF SUMMER COLLECTION Oleg Cassini will present his Summer collection at 1:15 P.M. daily. Press by invitation. Contact: Dorothy Lambert, LO. 5-6453. Publicity: Barbara Yarosh at Alfred Davidson Associates, PL. 5-0868.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday Feb. 7 2:30 P.M.	OPENING OF SUMMER DRESS COLLECTION Clare Potter's Summer dresses will be shown at 2:30 P.M., Feb. 7, 8 and Feb. 11 - 14. By invitation. Contact: Lorraine Kehoe, PE. 6-4167.	CLARE POTTER, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Beginning Thursday Feb. 7 2:30 P.M.	OPENING OF SUMMER DRESS COLLECTION The Branell Summer dress collection will be shown daily at 2:30 P.M. Contact: PE. 6-6983.	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Beginning Thursday Feb. 7 2:30 P.M.	OPENING OF SUMMER DRESS COLLECTION Showing of David Levine's Summer dress collection at 2:30 P.M. daily. Contact: Miss Fritzi, LA. 4-0237.	DAVID LEVINE CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 7 4:00 P.M. Cocktails	PREVIEW: SUMMER SPORTSWEAR COLLECTION Preview of Summer sportswear and beachwear by Greta Platty. By invitation. Continuous thereafter. Publicity: Margaret Hodge, PL. 5-7630.	PLATTY COUNTRY WEAR, INC.	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday Feb. 7 4:00 P.M.	OPENING OF SUMMER DRESS COLLECTION Cocktail dresses, designed by Kasper, at 4:00 daily. Contact: CH. 4-3914.	ARNOLD-FOX	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Thursday Feb. 7 5:00 P.M.- 7:00 P.M. Cocktails	PREVIEW OF IRISH LINEN FASHIONS Crowning of Irish Linen Queen; exhibit of table settings and household linens; fashion show of linen ready-to-wear at 5:30 P.M. By invitation only. Publicity: Rowlands Associates, LE. 2-9292.	THE IRISH LINEN GUILD	HOTEL PIERRE GRAND BALLROOM
Beginning Thursday Feb. 7	OPENING OF SUMMER DRESS COLLECTION Cocktail dresses and formals at continuous showings. Contact: WI. 7-0511.	DAVID MORRIS CO.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Friday Feb. 8 11:00 A.M.	PRESS PREVIEW OF SUMMER COLLECTION Trade showings Feb. 12, 14, 19 at 10:30 A.M. By reservation. Contact: Marian Mitchell, WI. 7-4968.	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Monday Feb. 11 5:00 P.M.- 6:30 P.M. Cocktails	PREVIEW OF SUMMER FASHIONS Preview of Jonathan Logan's Summer fashions in Lowenstein cottons, introducing a new Cutex color for lips and nails. <u>Trade preview</u> , Tues., Feb. 12 at 5:00 P.M. By invitation only. Publicity: Shirley Tucker at Lewin, Williams and Saylor, MU. 8-6200.	M. LOWENSTEIN; CUTEX; JONATHAN LOGAN	EL BORRACHO 51 EAST 55TH STREET
Monday Feb. 11- Feb. 12 5:30 P.M.	PREVIEW OF MIDSUMMER COLLECTION James Galanos will preview his Midsummer collection to the press. By invitation only. Publicity: Maxwell-Gray, PL. 3-5556.	JAMES GALANOS	HOTEL PLAZA CRYSTAL ROOM
Beginning Monday Feb. 11	OPENING OF SUMMER DRESS COLLECTION Showing of daytime, afternoon and cocktail dresses. Contact: BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Monday Feb. 11	OPENING OF SUMMER DRESS COLLECTION Continuous daily showings. Contact: LO. 4-5316.	LENTZ DIMINUTIVES	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Monday Feb. 11	OPENING OF SUMMER COLLECTION Afternoon, cocktail and evening fashions and a group of mother-of-the bride dresses at continuous daily showings. Contact: PL. 8-2014.	MARY BLACK OF LONDON	18 EAST 50TH STREET SHOWROOM - 10TH FLOOR
Tuesday Feb. 12 10:30 A.M.	PRESS PREVIEW OF COUTURE COLLECTION Preview of Jane Derby's Summer couture collection. Also, Feb. 13, 14, 15, 19, 21, 26, 28 at 10:30 A.M. By invitation. Thereafter by appointment. Contact: Estelle Marr, LA. 4-9350. Publ: Eleanor Lambert, MU. 8-2130.	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 12 2:30 P.M.	OPENING OF SUMMER COLLECTION Christian Dior-New York will present the Summer collection at 2:30 P.M., Feb. 12, 13, 14, 15, 18 and 19. By invitation. Contact: PL. 7-2024.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday Feb. 12 3:45 P.M.	OPENING OF SUMMER DRESS COLLECTION Sam Friedlander's Summer afternoon, cocktail and evening dresses, Feb. 12, 13, 14 at 3:45 P.M. Thereafter continuous. Contact: PE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
Tuesday Feb. 12 4:00 P.M. Cocktails	PRESS PREVIEW OF TWEEDS AND JERSEYS "Daily Double"--display of Herlinger tweeds coordinated with Lebanon jersey. By invitation only. Publ: Ruth Hammer Associates, EL. 5-7872.	RIA HERLINGER FABRICS; LEBANON WOOLEN MILLS	MET OPERA HOUSE DIAMOND HORSESHOE
Beginning Tuesday Feb. 12	OPENING OF SUMMER COLLECTION Vera Maxwell's Summer collection will be shown by appointment. Contact: Jo Hildebrandt, LO. 3-4358.	VERA MAXWELL, INC.	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
Feb. 14	VALENTINE'S DAY (Thursday).		
Thursday Feb. 14 9:00 A.M. Breakfast	PREVIEW: DESIGNERS' CHILDREN'S FASHIONS Hope Skillman will invite the press to preview "The Smile of Angels"-- designers' children's fashions. <u>Show at 9:30 A.M.</u> By invitation only. Publicity: Marti Hopf, CH. 4-8109.	HOPE SKILLMAN (1407 BROADWAY)	HOTEL PLAZA STATE SUITE
Thursday Feb. 14 11:30 A.M.	OPENING OF SUMMER COUTURE COLLECTION Countess Alexander's Summer couture collection of afternoon cocktail and evening dresses will be shown daily at 11:30 A.M. Contact: Gloria Block, CH. 4-5693. Publicity: Edith Marshall, MU. 7-3400.	COUNTESS ALEXANDER	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday Feb. 14 12:30 P.M. Luncheon	PRESS PARTY FOR ANDRE PERUGIA The press will be invited to meet Andre Perugia and preview his Fall shoe collection. By invitation. Publicity: Ruth Hammer Assoc., EL. 5-7872.	I. MILLER & SONS	HOTEL AMBASSADOR DIPLOMAT SUITE
Thursday Feb. 14 2:30 P.M.	OPENING OF SUMMER COLLECTION Pauline Trigere's Summer collection will be shown at 2:30 P.M., Feb. 14, 15, 19, 20. By reservation only. Contact: Cecille Gordon, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Monday Feb. 18 12:30 P.M. Luncheon	TATIANA DU PLESSIX CUSTOM MILLINERY Press showing of Tatiana du Plessix' Spring custom millinery. By invita- tion only. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE-2ND FL.
Tuesday Feb. 19 4:00 P.M. Tea or Cocktails	SPRING DRESSES AT AFTERNOON SHOW Ann Cox will present her Spring dresses. Public by reservation; contact: "Beverly", TE. 8-8000. Ann Cox contact: PL. 3-1436. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	ANN COX ORIGINALS (23 WEST 57TH STREET)	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Feb. 19	OPENING: SUMMER SKIRT & SHIRT COLLECTION Continuous showings of "custom-contoured inner secret" skirts and Jamaica shorts; introducing new color coordinated "shirt-mates." Contact: Harriete Reines, LO. 3-6100.	SPORTEMPOS	1372 BROADWAY SHOWROOM - 18TH FLOOR
Sunday Feb. 24 2:00 P.M.	HAIRSTYLING AND FASHION SHOW Haircoloring, hairstyling and clothes of the 1930's and the present, with costumes of the 30's from the Brooklyn Museum, and Spring 1957 fashions and furs from Gunther Jaeckel. Twenty-fifth anniversary of the introduction of modern haircoloring methods to the U.S. By invitation only. Publicity: Terry Grimes, OR. 5-0700.	CLAIROL, INC.	WALDORF-ASTORIA GRAND BALLROOM
Tuesday Feb. 26 9:30 A.M. Coffee	PRESS PREVIEW OF "GREY ROOM" FASHIONS Ohrbach's will preview their Spring coats and suits from the "Grey Room." By invitation only. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR BRIDAL SHOP
Tuesday Feb. 26 12:30 P.M. Luncheon	BEN REIG'S SPRING FASHIONS AT LUNCHEON De Pinna will present Spring fashions by Ben Reig. Press by invitation. Public by reservation; contact: PL. 5-1000. De Pinna Publicity: Helen Daub, MU. 8-2000. Produced by Mary Alice Rice, CI. 6-1790.	DE PINNA	HOTEL AMBASSADOR GRAND BALLROOM
Tuesday Feb. 26 3:00 P.M.	PRESS PREVIEW: SPRING- SUMMER CUSTOM COLLECTION Eleanora Garnett will preview her Spring and Summer custom-made collection. By invitation only. Publicity: Elizabeth Maher Assoc., EL. 5-4248.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Tuesday Feb. 26 4:00 P.M. Tea or Cocktails	SPRING-INTO- SUMMER FASHIONS A.P. Silk Co. will present "Portraits in Silk" showing Spring-into-Summer fashions by leading designers from America and abroad. Hats by Laddie Northridge. Public by reservation; contact: "Beverly", TE. 8-8000. Publicity: Countess Dolfen, LO. 4-3335. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	A.P. SILK CO. (1412 BROADWAY)	HOTEL PIERRE COTILLION ROOM
Tuesday Feb. 26 4:00 P.M. Cocktails	PRESS PREVIEW: FALL FABRIC DISPLAY "Made-for-Each-Other" Fall fabric display by Atlee Novelty Jersey, Faulkner Flannels, Lawford Tweeds, Lebanon Jerseys. By invitation only. Contact: Louise Gordon at Howard B. Schneidewind, 450 7th Ave., LA. 4-7429.	ATLEE; FAULKNER; LAWFORD; LEBANON	450 SEVENTH AVENUE SHOWROOM
Tuesday Feb. 26- Feb. 27	SEMI-ANNUAL LEATHER SHOW Fiftieth semi-annual members' showing of American leathers. Exhibit hours: Feb. 26--9:00 A.M. to 7:00 P.M.; Feb. 27: 9:00 A.M. to 3:00 P.M. Contact: Leif C. Kronen, Tanners' Council, 411 Fifth Ave., MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA
Wednesday Feb. 27 9:30 A.M. Breakfast	PRESS PREVIEW OF SUB-TEEN FASHIONS Gimbels will preview sub-teen fashions for Spring. By invitation only. Publicity: Margot Infantino, LO. 5-1500.	GIMBELS	2ND FLOOR YOUNG DEB SHOP

MOVIES...MUSIC...THEATRE...OPERA...BALLET

Wednesday
Jan. 30 OPENING: "EUGENIA" AMBASSADOR THEATRE, 219 WEST 49TH STREET
Tallulah Bankhead will star in the Henry James' novel adapted by Randolph Carter, produced by John C. Wilson. Featuring: Scott Merrill, Anne Meacham, Irma Hurley. Sets: Oliver Smith. Costumes: Miles White. Lighting: Peggy Clark. Publicity: Richard Maney, CI. 7-4646.

Monday
Feb. 4 FIFTEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH STREET
Mon., Feb. 4: Verdi's AIDA. Tues., Feb. 6: Puccini's MADAMA BUTTERFLY. Wed., Feb. 6: Offenbach's LA PERICHOLE. Thurs., Feb. 7: Wagner's DIE GOETTERDAEMMERUNG. Fri., Feb. 8: Puccini's LA BOHEME. Sat., Mat., Feb. 9: Richard Straus' ARABELLA. Sat., Eve., Feb. 9: Verdi's RIGOLETTO. Publicity: Francis Robinson, FE. 6-1200.

Monday
Feb. 4-
Feb. 23 OPENING: RENAUD - BARRAULT COMPANY. WINTER GARDEN THEA., B'WAY & 50TH ST.
S. Hurok will present Madeleine Renaud and Jean-Louis Barrault and their company. Feb. 4-6: Volpone. Feb. 7-9: Le Misanthrope. Feb. 11-13: Les Nuits de la Colere & Feu la Mere de Madame. Feb. 14-16: Intermezzo. Feb. 18-23: Chien du Jardinier & Les Adieux. Publ.: Martin Feinstein, PL. 9-6000.

Tuesday
Feb. 5 SEVENTH WEEK: N.Y. CITY BALLET CITY CENTER, 131 WEST 55TH STREET
Tues., Feb. 5: CONCERTO BAROCCO, PASTORALE, THE CAGE, WESTERN SYMPHONY. Wed., Feb. 6: THE UNICORN, THE GORGON AND THE MANTICORE; PICNIC AT TINTAGEL, PIED PIPER. Thurs., Feb. 7: FILLING STATION, THE MASQUERS, PASTORALE, SYMPHONY IN C. Fri., Feb. 8: FOUR TEMPERAMENTS, PAS DE DIX, THE MASQUERS, WESTERN SYMPHONY. Sat., Mat. & Eve., Feb. 9 and Sun., Mat., & Eve., Feb. 10: THE NUTCRACKER. Publicity: Phillip Bloom, CH. 4-5185.

Thursday
Feb. 7 OPENING: "VISIT TO A SMALL PLANET" BOOTH THEATRE, 222 WEST 45TH STREET
Cyril Ritchard will star and direct Gore Vidal's satirical comedy. Featuring: Eddie Mayehoff, Phillip Collidge, Sarah Marshall, Conrad Janis. Producers: George Axelrod and Clinton Wilder. Costumes: Pat Ziprodt. Sets: Oliver Smith. Lighting: Feder. Publ.: William Fields, PL. 7-6846.

Wednesday
Feb. 13 OPENING: "TUNNEL OF LOVE" ROYALE THEATRE, 242 WEST 45TH STREET
Tom Ewell in The Theatre Guild's production of Peter De Vries novel, adapted and directed by Joseph Fields. Set and lighting: Ralph Alswang. Costumes: Larry Aldrich. Publicity: Net Dorfman, LO. 3-0858.

Thursday
Feb. 14 OPENING: "HOLIDAY FOR LOVERS" LONGACRE THEATRE, 220 W. 38TH ST.
Don Ameche will star in a new romantic comedy by Ronald Alexander, with Carmen Mathews, Audrey Christie and George Mathews. Producer and director: Shepard Traube. Sets and lighting: John Robert Lloyd. Costumes: Helene Pons. Publicity: George Ross, BR. 9-5906.

Thursday
Feb. 28 OPENING: "A HOLE IN THE HEAD" PLYMOUTH THEATRE, 236 W. 45TH ST.
Paul Douglas will star in a new comedy by Arnold Shulman. A Producers Theatre presentation produced by Robert Whitehead. Director: Garson Kanin. Sets: Boris Aronson. Costumes: Patton Campbell. Lighting: Jean Rosenthal. Publicity: Barry Hyams, CO. 5-4784.

Friday
March 1 OPENING: "ZIEGFELD FOLLIES" WINTER GARDEN THEA., B'WAY & 50TH
Beatrice Lillie and Billy De Wolfe will star in a musical revue produced by Mark Kroll and Charles Conoway. Director: John Kennedy. Choreography: Richard Barstow. Sets and costumes: Raoul Pene De Bois. Publicity: Karl Bernstein, CI. 6-0427.